USDA FOODS

USDA FOODS

HEALTHY CHOICES

AMERICAN GROWN

USDA FOODS
GRAPHICAL GUIDELINES

Introduction

USDA Foods is a program of the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS).

The USDA Foods mark is the service mark USDA has adopted to identify the USDA Foods program. This document provides information about the proper use of the USDA Foods service mark.

Using the USDA Foods mark correctly and frequently in program materials will present a consistent image for USDA Foods, strengthen the program's identity, and reinforce the program's messages.

Use of the USDA Foods name and mark, combined with active and ongoing outreach, will ultimately increase awareness of the USDA Foods program and of the benefits of the foods it provides and improve audience perceptions of USDA Foods and the variety of healthy options available.

Those participating in the USDA Foods program and those disseminating USDA Foods messages and promoting use of USDA Foods are encouraged to use the USDA Foods mark.
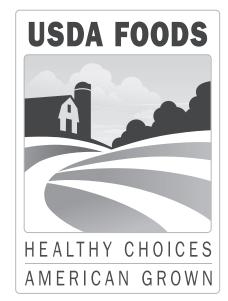
Variations & Usage

4-COLOR MARK

1-COLOR MARK

GRAYSCALE MARK

The USDA Foods mark consists of a stylized farm design with "USDA Foods" imposed above and the program tagline "Healthy Choices American Grown" below. The mark is used in three color variations.

The USDA Foods mark must be used only as shown and described in these guidelines. The colors, font and layout of the mark cannot be altered or manipulated.

All rights in the USDA Foods mark, the USDA Symbol, and "USDA" and all goodwill related thereto belong exclusively to USDA. No one else may at any time acquire any rights in USDA symbols, marks and other insignia by any use thereof.

USDA FOODS

GRAPHICAL GUIDELINES

Appropriate Use

The USDA Foods mark may be used by those administering the nutrition assistance programs supported by USDA Foods. These programs are: the National School Lunch Program (NSLP), Summer Food Service Program (SFSP), Child and Adult Care Food Program (CACFP), Nutrition Services Incentive Program (NSIP), Food Distribution Program on Indian Reservations (FDPIR), Commodity Supplemental Food Program (CSFP), and The Emergency Food Assistance Program (TEFAP).

Use of the USDA Foods mark must be for purposes consistent with USDA Foods statutes, regulations and policies. The USDA Foods mark may be applied to program materials for identification, public notification and awareness, nutrition education, and outreach. Examples of materials on which the USDA Foods mark may be used are brochures, guides, manuals, bulletins, forms, reports, letters, websites, presentations, signage, leaflets, handouts, flyers, and business cards.

Other organizations, such as non-profit organizations and authorized USDA Foods distributors engaged in USDA Foods outreach or nutrition education, may use the USDA Foods mark for non-commercial educational and outreach purposes when such uses are a public service and contribute to public information and education concerning USDA Foods, for example, to raise awareness of the USDA Foods program and the benefits of the foods it provides.

Food manufacturers, processors, and distributors, who supply or work with food products prepared from or including foods supplied by the USDA Foods program, may apply the USDA Foods mark to the containers or packaging of these products and the materials associated therewith. Also, contractors hired to create educational and outreach materials about the USDA Foods program may apply the USDA Foods mark to materials being produced under contract for use in USDA Foods at the federal, state, and local levels. These uses require prior express FNS authorization. FNS will advise the food processor, distributor, or contractor as to appropriate use of the USDA Foods mark. Please contact the Food Distribution Division, Program Support Branch at USDA Headquarters for FNS authorization.

USDA does not endorse goods, services or enterprises. Use of the USDA Foods mark in the foregoing ways must not in any way suggest USDA endorsement.

Product containers and packaging on which the USDA Foods mark is used must include the statement: "The USDA Foods mark is a service mark of the U.S. Department of Agriculture. This mark indicates that this product contains food supplied by the USDA Foods program. USDA does not endorse goods, services or enterprises."

Other materials on which contractors, processors, distributors, and other outside organizations use the USDA Foods mark must include the statement: "The USDA Foods mark is a service mark of the U.S. Department of Agriculture. USDA does not endorse any goods, services or enterprises."

In the case of publications developed or printed with USDA funds, the funding credit statement meets the requirement for the non-endorsement statement. Please see the box below for the credit funding statement.

The USDA Funding Credit Statement

This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture. The contents of this publication do not necessarily reflect the views or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, services, or organizations imply endorsement by the U.S. Government.

FNS reserves the right to approve any use of the USDA Foods program mark and to review any ongoing use. It is understood that upon discovery of any use deemed inappropriate by FNS, such use must be discontinued.

4-Color Program Mark

USDA FOODS

HEALTHY CHOICES

AMERICAN GROWN

C: 90	C: 75	C: 98	C: 60
M: 30	M: 0	M: 73	M: 0
Y: 95	Y: 100	Y: 29	Y: 0
K: 30	K: 0	K: 12	K: 0
R: 0	R: 57	R: 11	R: 120
G: 104	G: 181	G: 79	G: 210
B: 56	B: 74	B: 124	B: 247

To maximize brand recognition, use of the 4-color version of the USDA Foods mark is preferred. The Pantone colors identified in the boxes above are the only colors to be used in the 4-color version. The CMYK and RGB values are included.

1-Color Program Mark

USDA FOODS

HEALTHY CHOICES

AMERICAN GROWN

	75%	50%
C: 100	C: 100	C: 100
M: 58	M: 58	M: 58
Y: 16	Y: 16	Y: 16
K: 31	K: 31	K: 31
R: 0	R: 58	R: 114
G: 76	G: 106	G: 140
B: 121	B: 146	B: 173

While use of the 4-color version is preferred, occasionally the USDA Foods mark may need to appear using a single color application. See the CMYK and RGB values for the 1-color mark in the boxes above.

Grayscale Mark

C: 0	**C:** 0	**C:** 0
M: 0	**M:** 0	**M:** 0
Y: 0	**Y:** 0	**Y:** 0
K: 100	**K:** 75	**K:** 50
R: 0	**R:** 99	**R:** 148
G: 0	**G:** 100	**G:** 149
B: 0	**B:** 104	**B:** 153

Occasionally, it may be necessary to use a black and white or grayscale version of the USDA Foods mark. Shown here is an example of the grayscale mark along with the corresponding CMYK and RGB values.

Clear Space

Minimum Size

.75"

The USDA Foods mark requires space around it in order to maximize its presence and standout. A protective area or "clear space" surrounding it prevents any graphic elements from interfering with the integrity of the USDA Foods mark.

Clear Space should be calculated by taking the 'U' from the USDA word mark and using its height to calculate the distance from the edge of the mark to the boundary of the clear space.

The minimum size at which the mark can be used is a width of .75", shown opposite. This is critical for reproduction purposes as any size smaller than this will impair the mark's legibility.

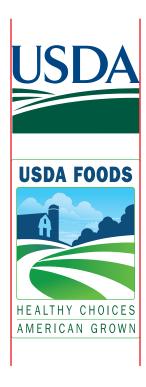There is no maximum size limitation for the USDA Foods mark.

Co-Branding

The USDA Foods mark may be paired with the USDA Symbol on official program materials and USDA communications to underscore that USDA Foods is an official USDA program. It MUST NOT take priority over the USDA Symbol. If you must have similar size requirements, follow the specifications below.

There is no requirement that the USDA Symbol be used when the program mark is used.

Vertical Alignment

When aligning the two marks, give the USDA Symbol priority in the hierarchy. Here the USDA Symbol is prioritized and is the anchor. Make sure the width of the USDA Foods mark does not exceed the width of the image block on the USDA Symbol.
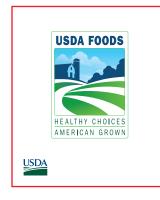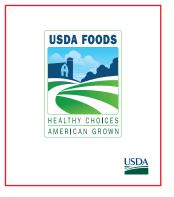
Horizontal Alignment

When aligning the two marks, give the USDA Symbol priority in the hierarchy. In this instance, the USDA Symbol appears first, next to the USDA Foods mark. Make sure the USDA Foods block does not exceed the height of the image area in the USDA Symbol.

Co-Branding Sizes

As long as the piece follows best practices for the USDA Symbol, the program mark (USDA Foods) can lead visually and USDA Symbol can appear in the corner as the anchor of the program mark when the program mark is the focus of the piece.
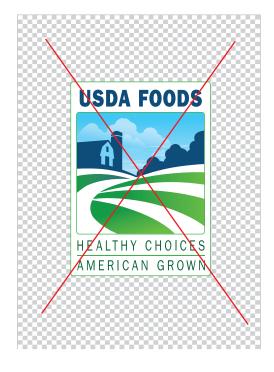
Backgrounds

It is preferred that the USDA Foods program mark be used against clean, lighter backgrounds that do not contain distracting patterns or competing color schemes.

Type Usage

ITC Franklin Gothic is the standard typeface for USDA Foods mark and accompanying materials.

ITC Franklin Gothic Book Condensed
Usage: Default / body copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Franklin Gothic Medium Condensed
Usage: Titles, headings
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For applications where font availability may be in question (e-mail and Web-based application, especially) please default to Arial for usage as it is a universal font for both MAC and Windows platforms and is available on all computers.

Arial Regular
Usage: In place of Helvetica Neue when not available
(PowerPoint, Word Documents)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz